

Apartment Communities Extreme Makeover – Online Edition

Apartment hunters have come to rely on the Internet for the latest information on apartment communities. In fact, 79% of repeat renters and 84% of first time renters use the Internet to search for an apartment (2006 Pew Internet & American Life Study). Your community's website can be the most effective marketing tool you have. **Brick Road Visuals** can help your apartment community stand out from your competition online with interactive media built for your community's needs!

The use of interactive media on your apartment community's website offers many advantages!

1. Convenience.

Imagine a 24/7 interactive open house made available to the world through the World Wide Web.

2. Details & Perspective.

Interactive media offers the perfect synchronization between close detail and a wide 360 degree perspective. Both are creatively brought together to win the renter's eye and make a winning first impression.

3. First impressions.

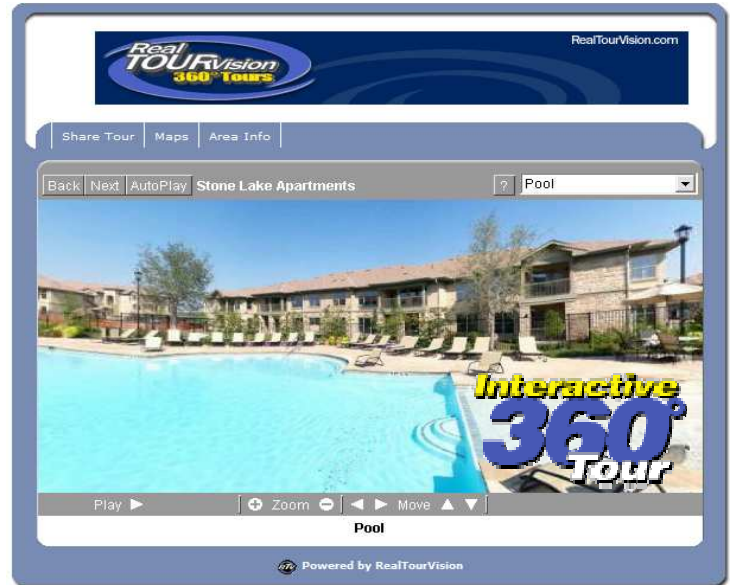
Has bad weather, nearby construction, or other superficial circumstances ever hindered potential renters from an ideal first impression of your community? No matter the weather, no matter the time, renters can direct their browser to your interactive virtual tour and view the benefits of what your community has to offer, in its best light!

4. Motivate potential clients.

The Internet is a portal to market to the broadest audience possible, while at the same time it is search friendly. In order to target a very specific audience, consisting of the most qualified and motivated renters. A compelling use of virtual tour technology will keep visitors on your site, and will also keep them coming back. When the time comes, and the prospective renter is ready to initiate contact, your sales person and web site, that has been successful in "branding" and "bonding" with the potential renter, can be assured an opportunity.

5. Cost Effective.

Brick Road Visuals Interactive Media is a cost effective marketing strategy that can save you time by motivating only serious renters and increase your profits by showcasing the community to prospects 24/7. Don't let them catch you closed!



STARTING AT \$85



**Contact Us Today for
No Vacancies Tomorrow!**

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